

PENDLE BOROUGH COUNCIL – The Digital Community

CURRENT PICTURE – Where are we?	AIMS – Where do we want to be?
<ul style="list-style-type: none"> • Current digital availability of Pendle services is not clear as there are services working independently to one another. • There are many reasons for the lack of digital uptake which range from lack of technological skills to lack of access. Other factors also include the quality of the internet access. • Language and culture barriers bring additional issues which have to be considered. 	<ul style="list-style-type: none"> • We need to keep up to pace with the ever changing landscape of digital services and technology available. • Along with ensuring that the Council increases the level of digital services it is essential to signposting people to where help is available to improve their digital skills as well as reviewing ways to improve access. • Engage with Lancashire Adult Learning and other organisations to offer courses and training to upskill the community particularly those who have additional needs.
WHY DIGITAL	
<ul style="list-style-type: none"> • The ever changing way the world completes business and personal transactions means that digital skills are an essential need for residents in the coming years. Supporting the upskill is beneficial for the Council as it will mean that residents are confident using the Digital Services on offer. • The support available helps vulnerable residents explore their digital skills and access services which they would not have access to otherwise. 	
HOW ARE WE ACHIEVING IT?	
<p>Immediate:</p> <ul style="list-style-type: none"> • Digital workshops provided at various access points to improve the digital skills of the Borough (including the support in local libraries) • IT courses offered to help improve the technological knowledge of residents • Review the current broadband infrastructure within the borough <p>Medium Term</p> <ul style="list-style-type: none"> • Look at how to reach communities within the Borough that have never been online • Use MOSAIC profiling to identify groups who are not using our services to target communication and marketing. • Continue to build directory of organisations who can help people get online. 	

